

# IASOURCELINK

## announcing IASourceLink: your one-stop shop for all things entrepreneurial!

IASourcelink has joined U.S.SourceLink, America's largest resource network for entrepreneurs. IASourceLink.com is a web-based platform which will enable entrepreneur and small business to be connected very efficiently, effectively and in a non-intrusive way to technical and financial resources meeting their specific business needs. A customer desiring additional support may request assistance through the web or a toll free number.

IASourceLink is a resource provided by the Iowa Economic Development Authority (IEDA). IEDA Director Debi Durham is squarely focused on increasing jobs and family income, supporting goals set by Governor Terry Branstad. IASourceLink has emerged as a key to assist entrepreneurs and small business owners connect with resources through a web portal and a hotline. Moving forward IEDA is partnering with MyEntre.net to make IASourceLink.com Iowa's premier source of connection to entrepreneurial and small business resources and expertise. IASourceLink.com will be launched in early November. For more information, contact Sherry Timmins by phone at 515.725.3193 or email at [sherry.timmins@iowa.gov](mailto:sherry.timmins@iowa.gov). Visit [www.IASourceLink.com](http://www.IASourceLink.com) for more information.

## free workshop and book signing with Maggie Anderson

The TSB Program of Iowa is proud to present Maggie Anderson here in Des Moines during her national book tour. Come to meet the author, enjoy a complimentary breakfast and have your own copy of the book personally signed. During the workshop she'll share why she and her husband conducted "The Empowerment Experiment" and how that led to her to write her highly acclaimed book, *"Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy"*. She'll tell you about her family's journey to "Buy Black" in urban Chicago for an entire year and their amazing discoveries along the way. Gain an understanding of how "conscious consumerism" can strengthen the Black community and help combat the challenges that face especially urban Black Americans.

You must pre-register for this event at [www.surveymonkey.com/s/2012TSBNovWorkshop](http://www.surveymonkey.com/s/2012TSBNovWorkshop). This event is free and open to the public. For more information, send an email to [smallbusiness@iowa.gov](mailto:smallbusiness@iowa.gov) or call 515-725-3146.



### Event details:

Friday, Nov. 9, 2012  
Corinthian Baptist Church  
814 School Street  
Des Moines, IA  
8:30 - 11:30 am

# 2012 TSB survey highlights

In July, the Targeted Small Business (TSB) program launched an online survey of all TSBs in Iowa. The information from the survey revealed areas for improvement within the TSB Program. Valuable insight into attitudes and expectations was gained from participants in the program. Here are a few highlights:

Number of Responses:



Response Rate:

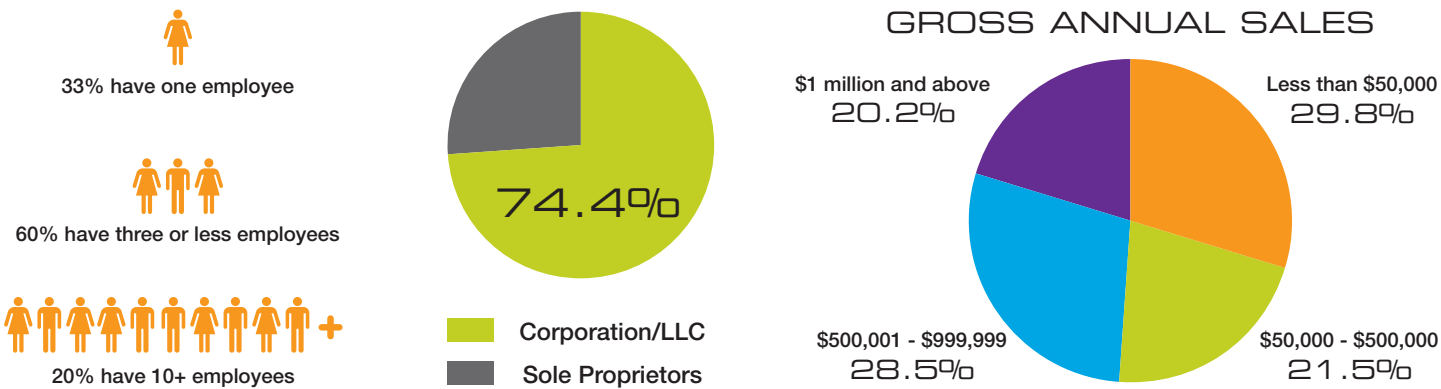


Completion Rate:

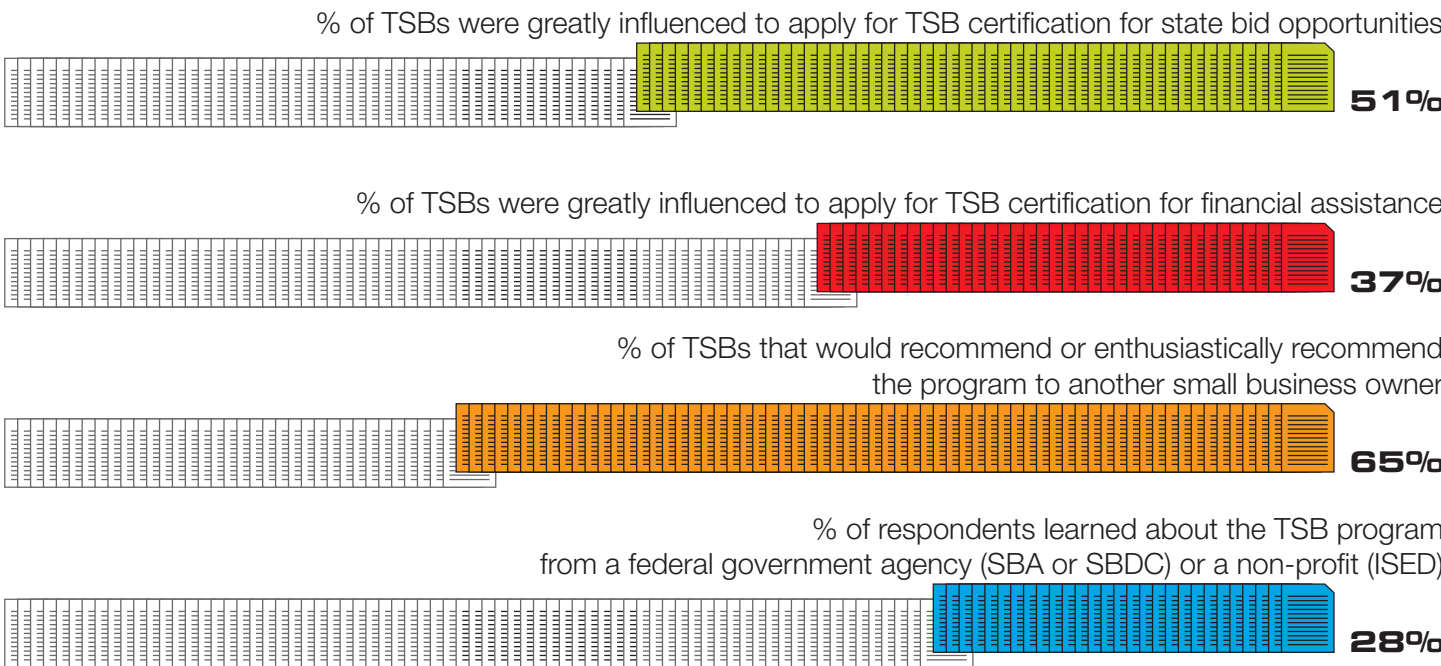


With 172 respondents and a response rate of 36%, we are confident that the following survey results are within  $\pm 6\%$  of the actual population %.

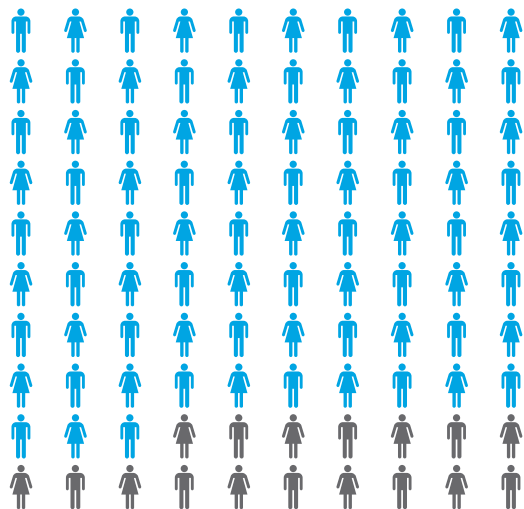
## demographics of the TSB survey respondents



## motivators for TSB certification



## What is your overall feeling about the future of your small business?



83%

of TSBs say business has been steady or good

17%

say business has declined  
or that they may have to close

## in their own words — two, open-ended questions of TSBs

The following represents a sampling of responses to open-ended questions asked on the survey.

### How can we help you do more business with State of Iowa Agencies?

“By making us more aware of which agencies would benefit from our services”

“Let all agencies know about the TSBs in their respective areas and encourage them to use them”

“I would like to have a one-on-one meeting with someone, yet know that many of my questions and opportunities are waiting for me inside the procurement website”

### How can the TSB Program be improved?

“Have all forms online and fillable”

“Broaden financial assistance”

“Better educated purchasing agents.

I have heard some TSBs say they have never received a state bid. I have told them no bid just comes to you—you still have to market your company.”

“We need mentors to help us trouble-shoot our business.”

“Make TSB spending goals mandatory!”

“Teach us how to market to state agencies but do so in an industry-specific manner.”

## don't miss out: use the TSB 48-hour procurement website

Remember to check the TSB 48-Hour Procurement website every day, or at least twice a week. This benefit, exclusively for TSBs, allows businesses to view and respond to bid opportunities posted by various state agencies 48 hours BEFORE the competition can see them!

On any given day, there are usually 25 – 35 bid opportunities, ranging from construction and developing educational curriculum to supplying uniforms and many, many more. Despite that fact, according to our July 2012 survey, nearly one-half of TSBs reported that they never check the 48-hour procurement website.

To access the TSB 48-Hour website, TSBs need a password that is only available through IEDA. To request a password, or if you can't remember your password, email [smallbusiness@iowa.gov](mailto:smallbusiness@iowa.gov). Be sure to include the name of your business and the county in which the business is located.

REMEMBER: You need to proactively market your business to state purchasing agents. According to our 2012 TSB Survey, approximately one-third of TSBs have not marketed their business to state agencies. How can they buy from you, if they don't know you exist?

## TSB loan awards

Congratulations to the following businesses who have received loan awards from the Targeted Small Business program, which is available to provide low-interest loans to help start a new or expand an existing small business!

Month Awarded	Business Name	Owner(s)	City	Loan Award Amount
April	Cedar Spur Carriage Services	Eden Hall	West Branch	\$17,980
April	Family Pet Veterinary Center	Jennifer Mathis	West Des Moines	\$50,000
May	Samsara 2 Productions, LLC	Wannette Doerrfeld	Cedar Rapids	\$11,207
July	Title Boxing Club d/b/a Hit It Hard, LLC	Glenda Marsh & Cyndi Mikkola	Marion	\$47,924
July	The Redefined Home, LLC	Nita Upchurch	Des Moines	\$40,000
July	Willowsong Midwifery Care, Inc.	Cosette Boone	Des Moines	\$49,500
July	Country Road Bakery	Ida Kauffman and Millie Kathryn	Hazleton	\$32,905
July	Escape Day Spa	Ashley Hoover	Independence	\$16,319

### IOWA ECONOMIC DEVELOPMENT AUTHORITY

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